

# Community Engagement Manager

*United Way of Greater Richmond & Petersburg*

United Way of Greater Richmond & Petersburg is looking for a thoughtful and dynamic Community Engagement Manager to lead how our mission shows up in the world through volunteerism, special events, and strategic community engagement. This role, which is part of our centralized Marketing & Communications hub, plays a key role in shaping how people interact with and experience the United Way brand, and is a critical part of the Give.Advocate.Volunteer pipeline, engaging volunteers and donors to become lifelong supporters in concert with the advancement team's efforts to increase resources for our mission.

You'll work across teams to lead memorable, mission-aligned experiences—from high-profile events to grassroots volunteer opportunities. Whether planning a community day of service, partnering with corporate teams, or managing a multi-channel awareness campaign, you will ensure that every public touchpoint is cohesive, impactful, and reflects our core values. This position is perfect for someone who thrives on collaboration, believes in the power of storytelling through experience, and wants to build stronger communities by connecting people to purpose.

## ABOUT YOU

With 4-6 years of experience leading community engagement, event planning, or related fields, you bring a blend of strategic thinking and hands-on project management. You excel at building authentic relationships and coordinating cross-functional teams to deliver meaningful outcomes. Your project management skills keep initiatives on track while your creativity ensures that our outreach is compelling and mission driven. You understand the value of collaboration and thrive in a fast-paced environment where your ability to connect with diverse stakeholders is essential. Experience working closely with marketing, development, or impact teams is a plus. Strong communication and organizational skills, along with flexibility to work occasional evenings or weekends for special events, are key. Above all, you believe in the power of community and are driven by a genuine desire to make a difference.

## ABOUT THE ROLE

United Way Greater Richmond & Petersburg is seeking a passionate strategic thinker to serve as our Community Engagement Manager. In this role, you will lead our community engagement strategy and brand experience by developing meaningful partnerships, managing special events, and driving aligned, mission-focused outreach. Operating within the Marketing & Communications hub, you'll collaborate across departments to ensure consistent messaging, unified storytelling, and organizational alignment. You will manage complex engagement initiatives and events, serving as both an internal and external project to lead to drive execution, accountability, and impact. This is an opportunity to shape how we connect with the community and inspire participation in our mission.

## ABOUT US

At United Way of Greater Richmond & Petersburg, we foster a positive and dynamic environment where team members grow personally and professionally while contributing to meaningful community change. We mobilize people and resources to address the region's toughest challenges and remove barriers to opportunity so everyone can thrive. Our work is built on a foundation of collaboration, creativity, and purpose. You'll join a mission-driven team that values authenticity and impact, playing a key role in connecting people and partners to a shared vision of a stronger, healthier community. Join a network of changemakers building the next chapter of positive change for our region.

**Salary Range:** Hiring range up to \$55,000 based on experience. *Position open until filled.*

Please send cover letter, resume, portfolio, and salary requirement to:



United Way of Greater Richmond & Petersburg  
Human Resources  
Email: [jobs@yourunitedway.org](mailto:jobs@yourunitedway.org)

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